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Message Text

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PAGE 01 MANILA 11654 281008Z
ACTION EA-09

INFO OCT-01 ISO-00 SIG-01 CU-02 SP-02 SS-15 INR-07
MMO-01 /038 W
----------111790 281929Z /46
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FM WNEMBASSY MANILA
TO SECSTATE WASHDC 2961
INFO USIA WASHDC

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E.O. 11652: N/A
TAGS: PGOV, XC, US
SUBJECT: U.S. PUBLIC DIPLOMACY IN THE PHILIPPINES

REF: STATE 172357

1. THIS MISSION BENEFITS FROM CLOSE COOPERATIVE RELATIONSHIP DESCRIBED REFTEL BETWEEN USIS AND OTHER MISSION ELEMENTS. EXAMPLES ARE:

A. POLICY FORMULATION: USIS PARTICIPATES IN PARM PROCESS THROUGH DRAFTING AND JUNIOR OFFICER REVIEW GROUP AND HAS BASED COUNTRY PLAN ON PARM.

RECOMMENDATION: READ THE PARM.

B. EXHANGES COMMITTEE: MISSION-WIDE EXCHANGES COMMITTEE CHAIRED BY CHARGE CONSISTS OF REPRESENTATIVES FROM USIS, POLIITICAL AND ECONOMIC SECTIONS, AID AND JUSMAG. THIS COMMITTEE (76 MANILA 13790) COORDINATES ALL USG-SUPPORTED EXCHANGES WITHIN LIMITS OF POLICY/PROGRAM/BUDGET FRAGMENTATION IN WASHINGTON (MANILA 8130).

RECOMMENDATION: THAT STATE/USIS SEEK INCREASED POLICY
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GUIDANCE, PROGRAM AUTHORITY AND BUDGETING CONTROL OVER ALL USG INTERNATIONAL EXCHANGE OF PERSONS.

C. AMERICAN SPEAKERS: USIS/CU PROGRAMS OF VOLUNTEER SPEAKERS AND AMERICAN SPECIALISTS ARE DIRECTED AT PARM OBJECTIVES. ELEMENTS OF MISSION, DEPENDING ON SUBJECT MATTER, PARTICIPATE IN AUDIENCE SELECTION, BRIEFING SPEAKERS AND IN

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PROGRAMS AS MODERATORS, DISCUSSANTS, ETC.

COMMENT: WE ARE MOST GRATIFIED WITH RECENT HIGH QUALITY AND WISH TO STRESS BENEFIT OF LONGER STAYS.

DM OPINION SURVEYS: USIS CONTAINS MISSION EXPERTISE IN PUBLIC OPINION, ACQUIRING AND REVIEWING PRIVATE STUDIES AND DESIGNING AND SUPERVISING USG-SPONSORED RESEARCH.

COMMENT: WE FAVOR THIS INPUT TO OUR POLITICAL, ECONOMIC, PSYCHOLOGICAL AND POLICY ASSESSMENTS -- MARTIAL LAW CONDITIONS NOTWITHSTANDING (MANILA 11468).

3. CULTURAL PRESENTATIONS: CU AND POST OR GOP-SPONSORED CULTURAL EVENTS PROVIDE EXCELLENT VEHICLE FOR MISSION CONTACTS AT HIGH LEVEL. MOST RECENTLY ALVIN AILEY AMERICAN DANCE THEATER, FINANCED BY CULTURAL CENTER OF THE PHILIPPINES AND CO-SPONSORED BY MISSION (WITH AMERICAN BUSINESS COMMUNITY PICKING UP $9,000 DINNER TAB), GAVE INAUGURAL CONCERT TO CELEBRATE JULY 4 PHILAM FRIENDSHIP DAY WITH LEADING FILIPINOS FROM PRESIDENT AND MRS. MARCOS DOWN.

COMMENT: THIS UNIQUELY VALUABLE RESTATEMENT AND REINFORCE-MENT OF PHILIPPINE/AMERICAN RELATIONSHIPS WAS REPORTED ALL MEDIA AND MRKED CURRENT TURNING FROM ANTI-AMERICAN CAMPAIGN.

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F. VIDEOTAPES: USIS PROVIDES ALL MISSION ELEMENTS WITH POLICY-SUPPORTIVE WASHINGTON OR USIS PRODUCED AUDIO-VISUAL MATERIALS. MANY HAVE BEEN PLACED COMMERCIALLY AND ON USIS HALF-HOUR WEEKLY TELEVISION SHOW.

COMMENT: MASS AND TAILORED SHOWINGS FOR INTERESTED IN-FLUENTIALS ARE GOOD POLICY VALUE HERE.

G. MEDIA MONITORING: USIS PROVIDES CHARGE, POLITICAL SECTION, AND OTHER MISSION ELEMENTS WITH MONITORING SERVICE COVERING LOCAL PRESS, TELEVISION AND RADIO. IMPORTANT SPEECHES BY HIGH-LEVEL OFFICIALS ARE RECORDED FOR ANALYSIS.

H. GENERAL: WE (AND I PERSONALLY) REGARD PUBLIC DIPLOMACY AS ESSENTIAL IN OUR EFFORTS TO ASSESS SITUATION, ACTIVELY PROMOTE DIALOGUE AND SUSTAIN ENVIRONMENT CONDUCIVE TO U.S. INTERESTS.

COMMENT: WE WELCOME SMITH APPOINTMENT AND HOLBROOKE REFTEL AND ASSURE BOTH OFFICERS OF OUR WHOLEHEARTED SUPPORT.

2. GENERAL COMMENT: WE FEEL BEST STYLE IN PHILIPPINES IS

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WALK SOFTLY AND LISTEN -- FOR A CHANGE; STATE CASE WITH
RESTRAINT AND PUNCTUATE WITH ACTION. MORE BROADLY, WE
WONDER ABOUT EFFICACY IN REGION OF FREQUENT RELIANCE ON
CONVENTIONAL EQUILIBRIUM ANALYSIS AND RELATED RHETORIC
OF STABILITY. WE WOULD PREFER MORE EMPHASIS ON INNOVA-
TION AND CREATIVE CHANGE -- AS BEHOVES AN AMERICAN SOCIETY
COMMITTED TO EVOLUTION (AND FOUNDED IN REVOLUTION).
STULL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INTERAGENCY COOPERATION, POLICIES, COUNTRY INFORMATION PROGRAMS, DIPLOMATIC REPRESENTATIONS
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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Executive Order: N/A
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Reference: 77 STATE 172357
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